




Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q2
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Enseignants	Schuilig Isabelle ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Thèmes abordés	The course will cover in detail the brand management strategies available to the firm. We will analyse the tools that permit to evaluate the strengths of brands for the company and for the consumer. We will also cover the brand extension and co-branding strategies. We will also study the key topics of the brand development at an international level as well as the brand portfolio management. Many case studies in different business sectors will be prepared and discussed with the students.
Acquis d'apprentissage	<p>1 The objective of this course will be to learn what are the brand management strategies that are most effective to grow brands and strengthen their competitive advantage in the market. Brands will be analysed on a national and international perspective. It is essential today to master all the new marketing tools that lead to an optimal long term development the brands.</p> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>
Modes d'évaluation des acquis des étudiants	En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées. The course will be evaluated based on an exam (60%) and a teamwork assignment (40%)
Méthodes d'enseignement	En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées. It will be mainly focused on the discussion of new concepts, case discussions, articles and conference from key marketers. Active participation from students is expected.
Contenu	<p>Brands are everywhere – Apple, Samsung, Google. They are part of people's life. Brands are not only important for consumers but also for companies. Brands have a major impact on company's success and are highly valued by investors. They have become a key strategic asset for them.</p> <p>In the current digital landscape, owning strong brands is still a competitive advantage. It is however more difficult to manage brands in this context in view of the proliferation of media, the new digital tools and different platforms used by consumers. Consumers have also become more demanding towards their brands and are more difficult to satisfy. A course of Brand management is therefore necessary to understand how to manage brands properly in this new environment.</p> <p>The objective of this course is to review the most advanced concepts in the brand management area, illustrated by many brand cases in different business sectors on a local and international scale.</p> <p>This should lead students to:</p> <ul style="list-style-type: none"> • Have a comprehensive view of the latest concepts and theories related to brands • Learn to solve issues related to brand management in different sectors and at the local and international levels • Be able to develop a successful brand marketing plan using digital and traditional tools. <p>More specifically, the concepts of brand identity, brand equity, consumer brand engagement and consumer brand experience will be reviewed. The key branding strategies such as brand extension and brand revitalisation will also be covered. We will then analyse the key questions related to brand portfolio management and brand architecture. Brands will be analysed in different business sectors such as Fast Moving Consumer Goods, Luxury and fashion.</p>
Bibliographie	- Syllabus available at the DUC

Autres infos	<p>There are 6 different modules:</p> <p>MODULE 1 - Key challenges of branding in today's digital landscape</p> <p>MODULE 2 - Creating a new brand and building strong brands</p> <p>MODULE 3 - Building brand architecture</p> <p>MODULE 4 - Extending the brand</p> <p>MODULE 5 - Managing the Brand portfolio</p> <p>MODULE 6 - Changing brand name and rejuvenating brands</p>
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] : ingénieur de gestion	INGE2M	5		
Master [120] : ingénieur de gestion	INGM2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en sciences de gestion	GESM2M	5		